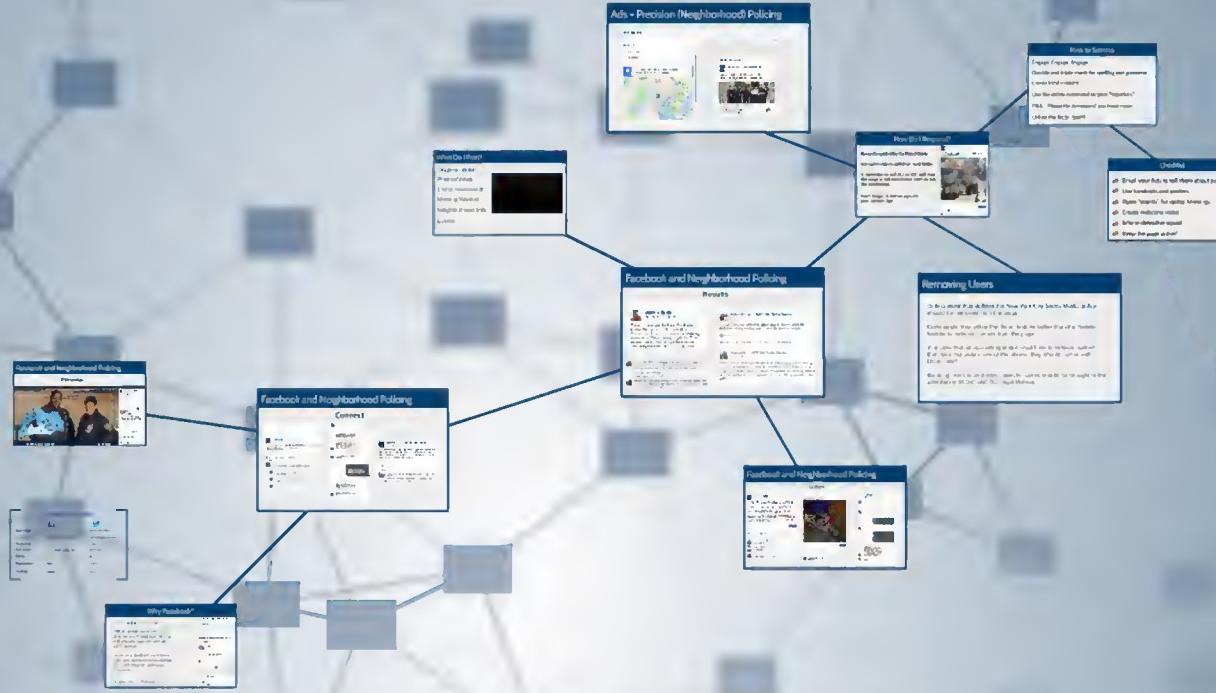


Facebook Training

Facebook Training



Why Facebook?

Over 1 Billion DAILY users

79% of online users between
30 to 49 use Facebook, 56% of
online users ages 65 and up
use Facebook

Use it as a platform to connect,
build and maintain relationships,
share information and raise
questions.

Neighborhood Policing 2.0!

Government Organization in New York, New York

4.4 ★★★★ 1 · Always Open

 Invite friends to like this Page

Welcome to the 9th Precinct's official Facebook page, serving the residents of the East Village in Manhattan.



866 Likes

Brian Dolan Downey and 12 other friends like this



73 people have been here

About

See All

ABOUT

er St

BOWERY

1st Ave



📍

321 East 5 Street
New York, New York, NY 10003



(212) 477-7811



Send Message

Facebook vs. Twitter



Summary

Storytelling

Quick timely updates

Audience

79% of all US Internet users

23% of all US Internet users

Frequency

3-5 times a week

Several times a day

Post Length

1-2 paragraphs, several photos

140 characters, 4 photos

Events

Yes

No

Engagement

Heavy

Minimal

Hashtags

Minimal

Heavy

Facebook and Neighborhood Policing

Personal



101st Precinct Sector C

NYPD

NYPD 101st Police Precinct
Page Liked January 19 Edited

Meet Officers Janelle Flemens and Jamaal Arthur

A 12 year veteran of the 101st precinct, Officer Flemens was delighted to be chosen as a Neighborhood Coordination Officer in the community she loves. "The 101 is my second home—I love it here, everyone in precinct knows who I am," said Flemens. She began her career as a Corrections Officer with the NYDOC but decided to join the NYPD so she could interact with the community. She encourages all sorts of community interactions. "We can always be reached by email—or just stop by and say hello. We'll accommodate anyone," she said. You can contact her: JANELLE.FLEMENS@nypd.org

Officer Arthur has been a Police Officer for 13 years, ten of which he spent in the 101st precinct. He loves being a Neighborhood Coordination Officer and how the community has embraced the program. "It's a great way to give back to the community and a great way to reward the future cops who get assigned to the 101st precinct," he says. He was inspired by his father to follow in his footsteps and become a second generation Police Officer. In his free time he enjoys spending time with his family and especially playing video games with his father. You can contact him: JAMAAL.ARTHUR@nypd.org

Like Comment Share

3 Write a comment

Facebook and Neighborhood Policing

Listen



NYPD 34th Police Precinct

Published by NY PD (?) April 5

Good afternoon, The 34th Precinct has been informed of an incident that occurred on West 215 Street Steps last week. We have reviewed video provided by a resident of Park Terrace. Although the person was not assaulted, it is a troubling and unfortunate situation. However, I'm glad to inform you that earlier today we apprehended this individual and he is currently receiving medical attention. We have also contacted our Homeless Outreach Unit to ensure this individual receives the proper services needed and that we can move forward on correcting this troubling situation and improving the quality of life of our residents. Thank you for bringing this to my attention and I look forward to seeing you at our next meeting. Have a blessed day.

3,854 people reached

Boost Post

Like Comment Share

Mano Medina and 160 others

Chronological *

2 shares

Andrea Torregrossa Good

Like Reply Message April 5 at 4:48pm

Garrance McFearson

Like Reply Message April 5 at 5:39pm

Rosi Santana Great

Like Reply Message April 5 at 5:40pm

Nancy Preston Thanks!

Like Reply Message April 5 at 6:07pm

CM Lerdo Thank you and bless you and your entire command.

speeding through our streets Since these bikes are not legal in NYC, please let us know of any storage locations that you see. We'll take it from there
-Deputy Inspector Chris Morello



7,864 people reached

Boost Post

Like Comment Share

Danielle Lopez, Ubaldo Quiroz and 106 others

Chronological *

2 shares

Chris Francis The outside parking lot at Broadway and Nagle behind the cashier "shack"

Like Reply Message 1 February 23 at 11:37am

Please Patti Dunbar Apt there are no cops this neighborhood we need help with the drugs dealers who smoke and shoot up in the buildings especially 2816 8th are bldg 4. Please please help it is so bad



Please we need help at 2816 Frederick Douglas Blvd they sell drugs in the hallways building 4



Thank you for this information. I will have the proper Sector come to this location. At what time during the day do you feel this occurs at?

Sent by Mike Baker (?)



In the day time around 10am

I will relay this information to my unit and will try our best to fix this problem.

Is there a contact number that the officer's can reach you on? When they come by the location to speak with you for further information?

Sent by Mike Baker (?)

I'm going to give you my cell and my neighbor Maria and we will try and give you all the information we have I worked in the warrant division as a par for 12 years so this is why I'm trying to do this the correct way my [REDACTED] Maria's is [REDACTED]



Thank you





NYPD 34th Police Precinct

Published by NY PD [?] · April 5 ·

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[Boost Post](#)

Like

Comment

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Chronological ▾

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7,884 people reached

Like

Comment



Darielle Lopez, U

2 shares



Chris Francis T
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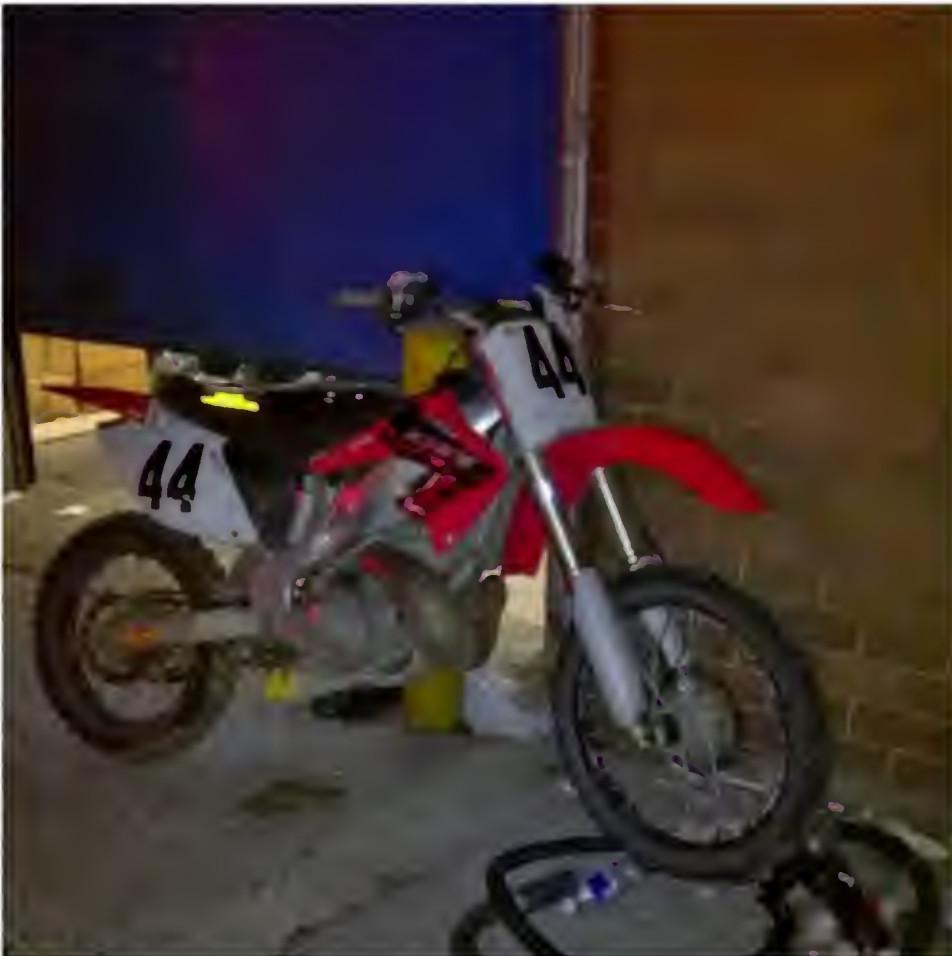
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Chronological ▾

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Boost Post

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Comment

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Chronological ▾

2 shares

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Thank you

Boost Post

Chronological ▾

adway and Nagle behind the

at 11:37am

Facebook and Neighborhood Policing

Connect

Patty Doloughty > NYPD 34th Precinct
February 22

Can anyone tell me what went on last night/early morning on the corner of 218th and Seaman? Police cars, sounded like gun shots and someone in handcuffs?

1 Comment

Like Comment Share
 Message

Chronological

NYPD 34th Precinct We apprehended a suspect who had been driving around in a stolen vehicle. No gun fire, perhaps cars back firing.
Like Reply Commented on by Reymundo Mundo (?) February 22 at 1:29pm

Patty Doloughty Thank You! for being there and keeping me safe!! I really appreciate it!
Like Reply 1 February 22 at 1:31pm

NYPD 34th Precinct Our pleasure, be well.
Like Reply Commented on by Reymundo Mundo (?) February 22 at 1:43pm

Write a reply



Jay Lee
View Profile

Actions ▾

Since I have called over 70 times in the past 3 days and nobody answers the phone... maybe this will work.

I was involved in an accident over a week ago. 2 of your officers responded. The accident report is still not finalized. The report number is [REDACTED]. Please call me at [REDACTED]. Thank you.

Still not finalized. Still not answering the phone.

Mr Jay Lee, it was a pleasure speaking with you today. We apologize for the delay in our response. As stated in our conversation, the report has been approved and is ready for pick up. Have a great day!

Sent by Hootsuite (?)

What about thanks? Yes No

Thank you so much. I really appreciate the call. While I have your attention, I'd like to let you know how great Officer Herrera and Officer Jones were when responding to the accident. The pinnacle of professionalism and courtesy. Thank you.

Patrick Bradley > NYPD 34th Police Precinct
April 21 New York

I was informed that a rent check which I deposited at a mailbox at Hillside Ave and Sickles St was stolen and fraudulently cashed by one "Armando Aguilera" (a common name, I'm sure). How can I file a report/have this investigated? Thank You!

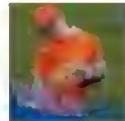
1 Comment

Like Comment Share
 Message

Chronological

NYPD 34th Police Precinct Good afternoon Mr. Bradley, please stop by the 34th Precinct with the canceled check and any supporting documentation from your bank and we will prepare a police report.

Like Reply Commented on by NY PD (?) April 22 at 2:48pm



Patty Doloughy ▶ NYPD 34th Precinct

February 22

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1 Comment



Like

Comment

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Chronological



Message



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Jay Lee
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Actions ▾

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Patrick Bradley ▾

April 21 · New York ·

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Like



Comment



Message



NYPD 34th Police Precinct
the 34th Precinct with the documentation from you

Like Reply Comment



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Like · Reply · Commented on by NY PD [?] - April 22 at 2:48pm

Facebook and Neighborhood Policing

Results



Valerie Ferguson

April 10 at 7:21am

Thank you thank you thank you! Thank you for posting this page and making an initiative to Connect back to the community and establishing relationships. This is one way to gain that Trust between one another. Let's get back to times when everyone knew the "Cop on the corner"



Barbara Frazier ▶ NYPD 34th Police Precinct

May 10

Overall the inwood community appreciates the recent ticketing of motorists running the stop sign at 218th and seaman. Kudos!

Like NYPD 34th Police Precinct

Like

Comment

Share

Message



Bruce Jaffe ▶ NYPD 34th Police Precinct

May 10

Many thanks to the officer who yesterday was ticketing drivers blowing through the intersection of Seaman Avenue and 218th Street without stopping at the stop sign. I'm sure all of us pedestrians and dog walkers who use that intersection appreciate it very much! Hope you will do this often.



Christa Baur O'Brien I really appreciate this page. And my appreciation comes equally from seeing officers interact with the community and from knowing more about what's being thwarted in the neighborhood.

Keep up the good work guys!!

Unlike Reply Message

2 July 16, 2015 at 9:16am



Marilyn Doof I really enjoy reading about the actions of the officers of the 34th. Caring and competent professionals. That's a wonderful combination.

Unlike Reply Message

1 July 16, 2015 at 9:27am

What Do I Post?

Original content

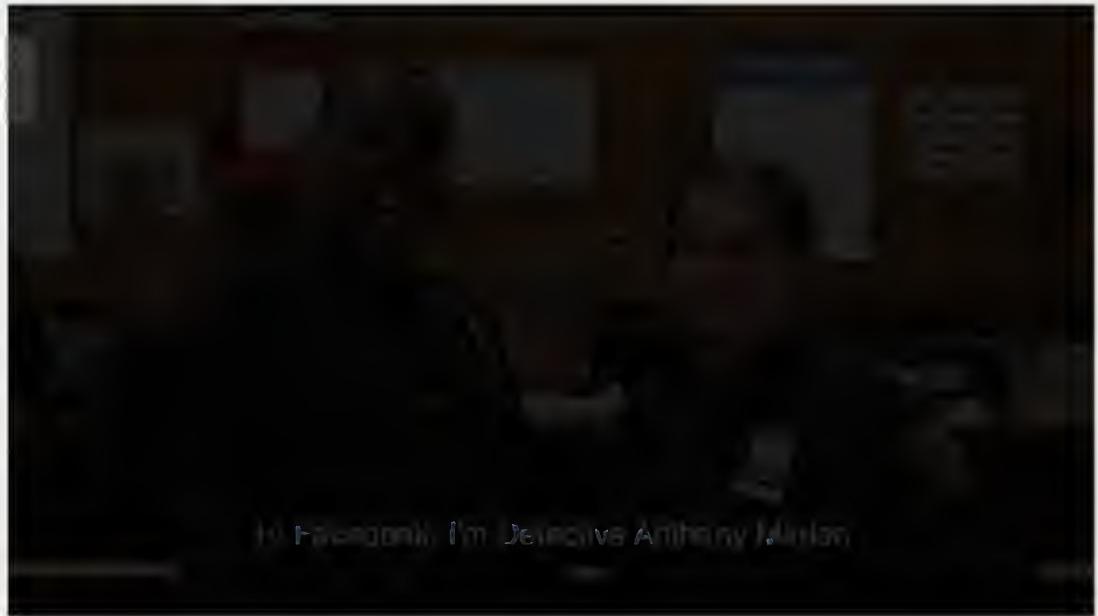
Photos/Video

Crime Prevention

Missing/Wanted

Neighborhood Info

Events



How Do I Respond?

Always be guided by the Patrol Guide

Connect residents with their local NCOs

A reminder to call 311 or 911 and that the page is not monitored 24/7, as per the disclaimer.

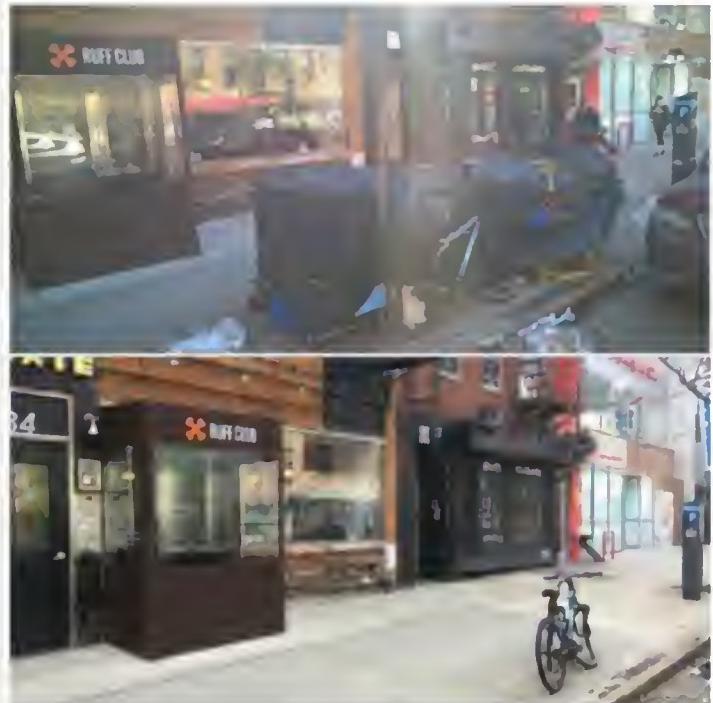
Don't forget to follow up with your victory lap!



NYPD 9th Precinct added 2 new photos

Published by Vinny Greany · March 30

Our Neighborhood Coordination Officers and the Department of Homeless services cleaned up a problem spot on Avenue A. Thanks for your patience. Thank you for continuing to work with us



367 people reached

Boost Post



Like



Comment



Share

1 Alex Cabral, Yael Bar-tur and 11 others

Chronological ▾

Keys to Success

Engage, Engage, Engage

Double and triple check for spelling and grammar

Create local content

Use the entire command as your "reporters"

PNA - Please No Acronyms! you have room

Utilize the DCSC Staff!

Checklist

- 👉 Email your lists to tell them about page
- 👉 Use handouts and posters
- 👉 Open "events" for sector meetings
- 👉 Create welcome video
- 👉 Inform detective squad
- 👉 Keep the page active!

Removing Users

Only content that violates the New York City Social Media policy should be removed from the page.

Commands may utilize the “hide” feature rather than the “delete” feature to remove content from the page.

In a case that an account operator would like to remove content that does not violate any of the above, they should confer with DCSC staff.

Banning users is prohibited; specific cases should be brought to the attention of DCSC and DC Legal Bureau.

Ads - Precision (Neighborhood) Policing

Promote Page

Locations

United States

10029

Add locations



Your audience location has been changed from New York to 10029. Undo Change



DESKTOP NEWS FEED

MOBILE NEWS FEED

RIGHT COLUMN

Suggested Page



NYPD 23rd Police Precinct

50 posts · 1,000 likes

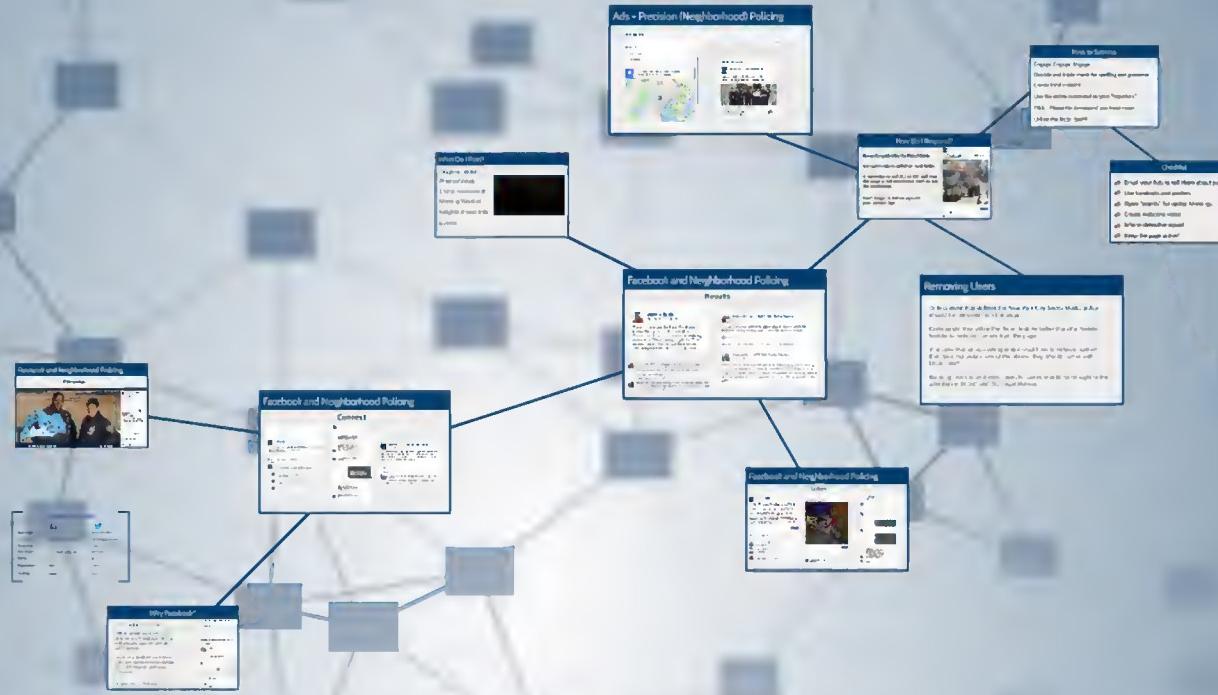
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NYPD 23rd Police Precinct
Government Organization
214 people like this.



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